

WHAT IS CLAIMED IS:

- 1 1. A method for providing custom ringback in a telecommunications network, the method
2 comprising:
 - 3 receiving an initiation of a communication between a first party and a second party;
 - 4 determining a custom ringback feature associated with either the first party or the second
5 party;
 - 6 connecting an intelligent peripheral to the first party and providing a custom ringback to
7 the first party in accordance with a determined custom ringback feature; and
 - 8 attempting to connect the first party with the second party while the first party is being
9 provided the custom ringback.
- 1 2. The method of claim 1 and further comprising contacting a service control point to
2 determine if either the first party or the second party has subscribed to a custom ringback service.
- 1 3. The method of claim 2 wherein determining whether either the first party or the second
2 party has subscribed to a custom ringback service comprises receiving a service flag from a
3 home location register.
- 1 4. The method of claim 3 wherein the second party is a wireless telephone subscriber such
2 that determining whether either the first party or the second party has subscribed to a custom
3 ringback service comprises determining that the second party has subscribed to a custom
4 ringback service.

- 1 5. The method of claim 1 wherein at least one of the parties is wirelessly connected to the
2 other party to the call.
- 1 6. The method of claim 1 wherein the custom ringback comprises a music clip.
- 1 7. The method of claim 1 wherein the custom ringback comprises a video clip.
- 1 8. The method of claim 1 wherein the custom ringback comprises multimedia content.
- 1 9. The method of claim 1 and further comprising connecting the first party with the second
2 party, wherein the custom ringback continues after the first party is connected with the second
3 party.
- 1 10. A method of providing a custom ringback service, the method comprising:
2 receiving a call indication from a caller that is directed to a wireless telephone subscriber;
3 performing a look-up to a home location register;
4 receiving a service flag from the home location register, the service flag indicating that
5 the wireless subscriber subscribes to a custom ringback service;
6 providing information related to the service flag to a service control point;
7 receiving ringback routing information from the service control point;
8 initiating a connection between an intelligent peripheral and the caller, the connection
9 being related to the ringback routing information such that a custom ringback is played to the
10 caller; and
11 attempting to connect the caller to the wireless subscriber.

1 11. The method of claim 10 wherein receiving ringback routing information comprises
2 receiving a CONNECT message.

1 12. The method of claim 11 wherein the ringback routing information is embedded in a
2 generic parameter.

1 13. The method of claim 10 wherein initiating a connection between an intelligent peripheral
2 and the call comprises:

3 routing a call to the intelligent peripheral using an ISUP message;
4 receiving an assist request instruction from the intelligent peripheral;
5 sending a play announcement message to the intelligent peripheral;
6 receiving an address complete message from the intelligent peripheral.

1 14. The method of claim 13 wherein the address complete message comprises an ACM [no
2 In-Band Info; BCI: No Charge] message.

1 15. The method of claim 14 wherein the address complete message comprises ACM [no In-
2 Band Info; BCI: No Charge] message followed by an ANM [BCI: No Charge] message.

1 16. The method of claim 10 and further comprising waiting a delay time before attempting to
2 connect the caller to the wireless subscriber.

1 17. A telecommunications system comprising:
2 a service control point storing information indicating how a telephone call should be
3 handled, the information including information related to a custom ringback service;
4 an intelligent peripheral having access to at least one custom ringback clip; and

5 at least one switch communicatively coupled to the service control point and to the
6 intelligent peripheral, the at least one switch configured to route the at least one custom ringback
7 clip from the intelligent peripheral to a caller based upon the information related to a custom
8 ringback service stored in the service control point.

1 18. The system of claim 17 and further comprising a home location register communicatively
2 coupled to the at least one switch.

1 19. The system of claim 17 wherein the telecommunications network comprises a network
2 with a wireless air interface.

1 20. The system of claim 19 wherein the telecommunications network comprises a wireless
2 GSM network.

1 21. The system of claim 17 wherein the custom ringback clip comprises an audio clip.

1 22. The system of claim 17 wherein the custom ringback clip comprises a video clip.